



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

CONTRACT

Contract / Revision 939094 /		Alt Order #
Product Issue		
Contract Dates 08/25/12 - 09/08/12		Estimate # New Energy Economy
Advertiser Breakthrough Strategies		Original Date / Revision 08/23/12 / 08/23/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Beth Pfefferle	Sales Office Albuquerque - L
Special Handling		
Demographic W35-54		
		Total Ratings 133.00
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Caldwell Media
4010 Carlisle Blvd NE
Albuquerque, NM 87107

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
	Week:	09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
	Week:	09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----				0	\$0.00	0.00			
	Week:	08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
	Week:	09/03/12	09/09/12	-----				0	\$0.00	0.00			
D 6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	0	\$0.00
D 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rolator	1-430a		1:00				NM	0	\$0.00
N 8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		Class of Time - Immediately Pre-emptible without notice											

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Hearst Television Inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
939094 /	

Contract Dates	Product	Estimate #
08/25/12 - 09/08/12	Issue	New Energy Economy

Advertiser	Original Date / Revision
Breakthrough Strategies	08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S				1	\$475.00	0.00				
D 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	0	\$0.00	
D 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	0	\$0.00	
D 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	0	\$0.00	
N 12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00	
Class of Time - Immediately Pre-emptible without notice														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S-				1	\$475.00	0.00				
Totals										133.00			37	\$26,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	2	\$950.00	\$807.50
08/27/12 - 09/07/12	35	\$25,475.00	\$21,653.75
Totals	37	\$26,425.00	\$22,461.25

Signature: _____ Date: _____

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<u>Contract / Revision</u> 939094 /		<u>Alt Order #</u>
<u>Product</u> New Energy Economy		
<u>Contract Dates</u> 08/25/12 - 09/08/12	<u>Estimate #</u>	
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/23/12 / 08/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Adeline Herrera	<u>Sales Office</u> Albuquerque - R
<u>Special Handling</u>		
<u>Demographic</u> W35-54		
		<u>Total Ratings</u> 133.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
	Week:	09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
	Week:	09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
	Week:	09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/20/12	08/26/12	-----				0	\$0.00	0.00			
	Week:	08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
	Week:	09/03/12	09/09/12	-----				0	\$0.00	0.00			
N 6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/27/12	09/02/12	MTWTFSS				4	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Su 5-1105p	5-1105p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									

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<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	6	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	8	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	9	KOAT	08/27/12-09/02/12	M-Sun Overnight Rotator	1-430a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$475.00	0.00			
N 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	2	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	3	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	4	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	5	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	6	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	7	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	8	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
	9	KOAT	08/27/12-09/02/12	M-Su 5-9a Rotator	5-9a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
				Credited									
N 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			

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<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/23/12 / 08/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
2	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
3	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
4	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
5	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
6	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
7	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
8	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
9	KOAT	08/27/12-09/02/12		M-Su 1030p-105a	M-Su 1035p-105a	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
N 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/27/12		09/02/12	MTWTFSS					5	\$0.00	2.30			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	KOAT	08/27/12-09/02/12		M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
2	KOAT	08/27/12-09/02/12		M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
3	KOAT	08/27/12-09/02/12		M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
4	KOAT	08/27/12-09/02/12		M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
5	KOAT	08/27/12-09/02/12		M-Su 5-7p	5-7p	MTuWThFSaSu	1:00		\$0.00	2.30	NM		
Credited													
12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 08/20/12		08/26/12	-----S-					1	\$475.00	0.00			
Totals										133.00		37	\$26,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	2	\$950.00	\$807.50
08/27/12 - 09/07/12	35	\$25,475.00	\$21,653.75
Totals	37	\$26,425.00	\$22,461.25

Signature: _____ **Date:** _____

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CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u> 939094 /		<u>Alt Order #</u>
<u>Product</u> New Energy Economy		
<u>Contract Dates</u> 08/25/12 - 09/08/12		<u>Estimate #</u>
<u>Advertiser</u> Breakthrough Strategies		<u>Original Date / Revision</u> 08/02/12 / 08/03/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOAT	<u>Account Executive</u> Adeline Herrera	<u>Sales Office</u> Albuquerque - R
<u>Special Handling</u>		
<u>Demographic</u> W35-54		
		<u>Total Ratings</u> 215.80
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And

Caldwell Media
4010 Carlisle Blvd NE
Albuquerque, NM 87107

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
Week:		09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
Week:		09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
Week:		09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
Week:		09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----				0	\$0.00	0.00			
Week:		08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
Week:		09/03/12	09/09/12	-----				0	\$0.00	0.00			
N 6	KOAT	08/27/12	09/02/12	M-Su 5-1105p	5-1105p		1:00				NM	4	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				4	\$0.00	2.30			
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		1:00				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 8	KOAT	08/26/12	08/26/12	Action 7 News @ 5p Sun	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$475.00	0.00			
N 9	KOAT	08/27/12	09/02/12	M-Su 5-9a Rotator	5-9a		1:00				NM	9	\$0.00

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KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

<u>Contract / Revision</u>	<u>Alt Order #</u>
939094 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/25/12 - 09/08/12	New Energy Economy	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Breakthrough Strategies	08/02/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 10	KOAT	08/27/12	09/02/12	M-Su 1030p-105a	M-Su 1035p-105a		1:00				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 11	KOAT	08/27/12	09/02/12	M-Su 5-7p	5-7p		1:00				NM	5	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				5	\$0.00	2.30			
N 12	KOAT	08/25/12	08/25/12	Action 7 News @ 10p Sat	10-1035p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$475.00	0.00			
Totals										215.80		73	\$26,425.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/26/12	2	\$950.00	\$807.50
08/27/12 -09/07/12	71	\$25,475.00	\$21,653.75
Totals	73	\$26,425.00	\$22,461.25

Signature: _____ **Date:** _____

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Albuquerque, NM 87107
(505)884-7777

www.koat.com

CONTRACT

And:

Caldwell Media
4010 Carlisle Blvd NE
Albuquerque, NM 87107

Contract / Revision 939094 /		Alt Order #
Product New Energy Economy		
Contract Dates 08/25/12 - 09/08/12		Estimate #
Advertiser Breakthrough Strategies		Original Date / Revision 08/02/12 / 08/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Adeline Herrera	Sales Office Albuquerque - R
Special Handling		
Demographic W35-54		
		Total Ratings 174.40
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	08/27/12	09/08/12	Good Morning America	7-9a		1:00				NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$750.00	5.00			
Week:		09/03/12	09/09/12	MTWTF--				5	\$750.00	5.00			
N 2	KOAT	08/27/12	09/08/12	Live with Regis & Kelly 9-10a	9-10a		1:00				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				5	\$250.00	2.00			
Week:		09/03/12	09/09/12	MTWTF--				5	\$250.00	2.00			
N 3	KOAT	08/27/12	09/08/12	Dr Oz	4-5p		1:00				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				4	\$600.00	4.50			
Week:		09/03/12	09/09/12	MTWTF--				4	\$600.00	4.50			
N 4	KOAT	08/27/12	09/08/12	Action 7 News @ 10p M-F	10-1030p		1:00				NM	8	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--				3	\$1,700.00	4.00			
Week:		09/03/12	09/09/12	MTWTF--				3	\$1,700.00	4.00			
N 5	KOAT	08/25/12	09/08/12	Action 7 News @ 5p Sat	5-530p		1:00				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/20/12	08/26/12	-----				0	\$0.00	0.00			
Week:		08/27/12	09/02/12	-----S-				1	\$475.00	3.00			
Week:		09/03/12	09/09/12	-----				0	\$0.00	0.00			
N 6	KOAT	08/27/12	09/02/12	M-Su 430a-105a	5a-105a		:30				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
N 7	KOAT	08/27/12	09/02/12	M-Sun Overnight Rotator	1-430a		:30				NM	9	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTFSS				9	\$0.00	2.30			
Totals										174.40		53	\$25,475.00

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<u>Contract / Revision</u>		<u>Alt Order #</u>
939094 /		
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/25/12 - 09/08/12	New Energy Economy	
<u>Advertiser</u>		<u>Original Date / Revision</u>
Breakthrough Strategies		08/02/12 / 08/02/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/07/12	53	\$25,475.00	\$21,653.75
Totals	53	\$25,475.00	\$21,653.75

Signature: _____ **Date:** _____

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